

# The New High Johnston High School and Associated Signage Project



Nick Crosse  
Technology Education  
Johnston High School  
Iowa Sign Company

## Part I: Overview of Business

- Iowa Sign Company, creates creative and quality signage.
- Specializes in creating and producing signage in banner, yard sign, vehicle graphics, and monument formats.

## Part II: Job Specifics

- Customer discovery, research, design, fabrication and building techniques for signage
- Site visit and research of pertinent city regulations. Design to customer specifications, build and install signage on site according to plans.

## Part III: Introduce the Problem

- The new Johnston High School is complete and finish work has started. The school needs signage in the front of the building, for the new stadium, and at various locations inside the school.

## Part IV: Background

- Students will need to know what types of sign options exist, basic constructions techniques for installing signs, basic design principles, communication strategies and teamwork.
- Students will have to meet with stakeholders and develop design criteria, they will have to create mock-ups of their ideas, communicate their ideas and receive feedback, and finally fabricate and install the signs (CAD Models).

## Part V: Business Solution

- Work as a *team* to design, construct, and install customer signage.

## Part VI: Student Solutions

- Students will be challenged with the task of designing within very specific constraints. They will also learn that it is about what their client wants and won't always be what they think "looks" the best.